

News from
THE GEORGE WASHINGTON UNIVERSITY
Office of News and Public Affairs / Washington, D.C. 20052 / (202) 676-6460

MAILING DATE: November 1, 1983

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FOR IMMEDIATE RELEASE

ANNA CHENNAULT TO SPEAK AT GW

WASHINGTON, D.C. -- World-famous author and business executive Anna Chennault--widow of World War II Flying Tigers Commander Claire Lee Chennault--will speak on the "Challenge for the United States in the 1980s" at a luncheon at The George Washington University at noon on Monday, November 14, in the GW Marvin Center Continental Ballroom, 21st and H Streets, N.W. Chennault will discuss U.S. trade and international affairs, as well as her recent trip to the Middle East, Asia and the Soviet Union as Vice Chairman of President Reagan's Export Council. The luncheon is sponsored by GW's School of Public and International Affairs Alumni Association.

Chennault--mentioned in "Who's Who in America and The World Who's Who of Women"--has had a total of 40 books published in English and Chinese, including "The Education of Anna (Time-Life Books, 1980). She is president of the Washington firm TAC International, and a board member of a number of institutions including the National Aeronautic Association and the District of Columbia National Bank.

Call 202-676-6435 for lunch reservations.

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News from

THE GEORGE WASHINGTON UNIVERSITY

Office of News and Public Affairs / Washington, D.C. 20052 / (202)676-6460

MAILING DATE: November 7, 1983

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FOR IMMEDIATE RELEASE

PAUL KEENAN APPOINTED EXECUTIVE-IN-RESIDENCE AT GW

Paul C. Keenan, former director of operations of Organization Resources Counselors Inc., a human resources consulting firm, has been appointed Executive-in-Residence and director of Continuing Professional Education at GW's School of Government and Business Administration (SGBA). At the SGBA, Keenan will direct part-time educational programs for executives and senior managers of both the private and public sector.

Having earned a B.S. from the United States Naval Academy and an M.S. from Stanford University, Keenan has over 20 years' experience in corporate planning and in organizing and implementing programs in both large and small organizations, including the U.S. Department of Defense.

His professional background includes manpower policy development and implementation, senior executive professional development, consulting in manpower, organization and compensation, and planning and installing procedures, systems and controls. He held the position of deputy director of two Presidential/Congressional commissions: the Defense Manpower Commission and the Commission on Federal Paperwork.

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His publications include: "People, The Navy's Most Critical Resource," from the United States Naval Institute Proceedings, "Defense Manpower: The Keystone to National Security," and a "1971 Quadrennial Review of Military Compensation."

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News from
THE GEORGE WASHINGTON UNIVERSITY
Office of News and Public Affairs / Washington, D.C. 20052 / (202)676-6460

MAILING DATE: Nov. 9, 1983

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FOR IMMEDIATE RELEASE

WILLIAM ANDERSON TO SPEAK ON TRADE DEFICIT

William S. Anderson, chairman of NCR Corp., will speak on the "U.S. Trade Deficit: An Economic Timebomb," at The George Washington University at 12 noon Monday, Nov. 14, in the GW University Club, 800 21st St., N.W.

The luncheon is sponsored by the GW School of Government and Business Administration Alumni Association. Mr. Anderson is recognized both as an articulate spokesman for the computer industry and as a business leader of international reputation. He is chairman of NCR Corp., a large high technology firm engaged in extensive international trade. He is also chairman of the National Foreign Trade Council, the oldest and largest private, non-profit organization exclusively concerned with the expansion of foreign trade and investment.

Mr. Anderson will discuss the implications of the steadily rising foreign trade deficit and will propose some practical steps to deal with the problem.

News from
THE GEORGE WASHINGTON UNIVERSITY
Office of News and Public Affairs / Washington, D.C. 20052 / (202)676-6460

MAILING DATE: Nov. 10, 1983

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FOR IMMEDIATE RELEASE

GW NAMES WALTER HAHN FUTURIST-IN-RESIDENCE

As the first at GW and possibly in the nation, Walter A. Hahn has been named futurist-in-residence at GW's School of Government and Business Administration (SGBA).

In essence, Hahn will serve as a catalyst--advising the dean, department heads, faculty and students, and helping them to prepare for the future. Hahn feels there's a need to develop a "futures awareness"--which doesn't necessarily mean predicting the future, but instead means examining what the future may hold and then trying to shape alternative futures.

"A futurist doesn't see a single future," says Hahn. He explains that the future may not follow our wishes, or even current trends. "You have to see many possibilities."

The idea of a futurist-in-residence grew out of SGBA's Project 21--a school-wide effort to assess the future needs of business students. "We were concerned with the role of the university in preparing students to live and work in alternative arrangements," Hahn says. Will the MBA be a viable degree in 2010? Should the school take a more active role in research? Will SGBA need to

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re-educate faculty members? These are some of the questions Hahn will examine.

There are some skills all students will need in the future, such as computer literacy, the ability to deal in a fast-paced world, and the ability to communicate well. Different SGBA departments--accounting, public policy, management--have special skills that students will need.

One of the strengths Hahn brings to the position is his varied background in government, business, and academia.

"I was attracted to SGBA because of the unique situation of being a government and business school," he says. He has taught at GW and the University of Washington, has worked for the White House, NASA, the Department of Commerce and General Electric.

During the fall semester, Hahn is serving as a guest-lecturer throughout SGBA. In the spring, he will teach a course on "Forsight and Issues Management in Government and Business."

News from
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MAILING DATE: NOV. 11, 1983

CONTACT: ROBERT BOVÉ
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FOR IMMEDIATE RELEASE

REGISTRATION BEGINS AT GW
INSTITUTE OF LAW & AGING

WASHINGTON, D.C. -- The George Washington University Institute of Law and Aging is now registering for its winter session beginning Dec. 5. Paralegal Training Program courses for people who want to work with senior citizens focus on such topics as Social Security, age discrimination, Medicare, legal research and writing, and paralegal practice in administrative law. For registration information call 676-4869.

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MAILING DATE: Nov. 14, 1983

CONTACT: David E. Taylor
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FOR IMMEDIATE RELEASE

JOHN GLENN GETTING A BOOST FROM "THE RIGHT STUFF"

The movie "The Right Stuff" is boosting the presidential campaign of Sen. John Glenn, according to a recent study directed by Professor William C. Adams of The George Washington University. The findings will be published in the December issue of The Washington Journalism Review.

In research involving movie-goers in Virginia, Maryland and Washington, D.C., Adams found that more than one-third (34.5 percent) of those who saw "The Right Stuff" said the movie raised their opinion of Glenn as a presidential candidate. About one in 10 said their view of Glenn as a candidate was "much higher" after seeing the movie, while another one in four said their views were "somewhat higher."

For the field study, conducted in theaters in late October, a team of nine GW researchers interviewed more than 650 adults age 17 and over (voting age for next year's election) to gauge their attitudes toward Glenn: as a politician, as a person, as the Democratic presidential nominee, and as an alternative to Ronald Reagan. The research team surveyed a large random sample of movie-goers just prior to seeing "The Right Stuff," and then

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surveyed a separate large sample with identical questions shortly after viewing the movie.

The findings revealed that people who had seen the movie ranked Glenn higher both as a person and as a politician than did those in the pre-test group--providing further evidence that the movie shifted attitudes toward both Glenn's personal image and his political image.

The researchers also found changes in peoples' evaluations of Glenn as a possible presidential choice. Those who had seen the movie were more supportive of Glenn than their pre-movie counterparts. Post-movie endorsements of Glenn for the Democratic nomination climbed from 42 to 49 percent, while post-movie approvals of Glenn over Reagan climbed from 56 to 63 percent.

"The magnitude of such effects is not trivial--especially where presidential politics is concerned," the report noted. The data showed Glenn's higher ratings occurred across the board--among Republicans, Democrats and Independents, among young, middle-aged and older adults, and among both men and women.

"There is no indication 'The Right Stuff' is hypnotizing entire audiences into instant loyalty for the Glenn campaign," Adams said. "But every measure we had available indicated the movie did influence evaluations of Glenn's candidacy. Movie-goers who had previously concluded Glenn should get the Democratic nomination had ample opportunity to seize reinforcing ideas about his character. And, some who were leaning toward Glenn were more likely to favor him after being vividly reminded of his courage and decency."

The researchers concluded that "'The Right Stuff' probably won't put John Glenn into presidential orbit, but it's an unmistakable boost."



News from
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MAILING DATE: NOVEMBER 21, 1983

CONTACT; JANE LINGO
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234-3453 (evening)

PUBLIC SERVICE ANNOUNCEMENT
FOR USE THROUGH DECEMBER 2, 1983

(25 SECONDS)

GALLERY TALK AT GW

There will be a walk-around gallery talk on the group of paintings from the Phillips Collection now on exhibition in George Washington University's Dimock (dim-UK) Gallery on Saturday, December 3, at 11 a.m. The speaker will be Arthur Hall Smith, GW associate professor of painting. The gallery, off the lower lounge of Lisner Auditorium, 21st and H Streets, N.W., is open to the public without charge. Gallery hours December 3 will be 10 a.m. to 1 p.m.

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News from
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MAILING DATE: NOVEMBER 22, 1983

CONTACT: JANE LINGO
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GW COLONNADE GALLERY TO SHOW STUDENT ART WORK

WHAT: CERAMICS AND VISUAL COMMUNICATIONS

WHO: GW ART STUDENTS

WHEN: WEDNESDAY, DECEMBER 7, THROUGH TUESDAY, JANUARY 31, 1984
10 A.M. TO 5 P.M. MONDAY THROUGH FRIDAY

WHERE: COLONNADE GALLERY
THIRD FLOOR, GW MARVIN CENTER
800 21st STREET, N.W.

WASHINGTON, D.C. -- Works by George Washington University students in ceramics and graphic arts will be on exhibition in the GW Colonnade Gallery December 7, 1983, through January 31, 1984. Some of the works will be for sale. There will be a special sale of student ceramic work at the December 7 opening of the exhibition from 5 to 7 p.m.

News from
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MAILING DATE: November 28, 1983

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FOR IMMEDIATE RELEASE

THE WASHINGTON BUSINESS LOBBY: NOW IN ITS TWILIGHT?

Business lobbies have scored stunning gains in effectiveness and stature in the last decade. However, their power may have peaked, suggests George Washington University Research Professor Sar A. Levitan, and co-author Martha Cooper in their new book, Business Lobbies: The Public Good and the Bottom Line (Johns Hopkins Press).

Levitan and Cooper examine the structure and operation of the major organizations that represent the business community in Washington; they study who the lobbyists are, how they are organized, the issues they represent and how they persuade lawmakers that their interests are best for the country. To illustrate the diversity of tactics business lobbyists use and how these lobbies have become a potent political force, the authors also review three case studies dealing with pension legislation, unemployment insurance, and labor law reform.

Although the decade of the 1980s opened with a conservative drift on the American political scene, which gave business lobbies an opportunity to help the Reagan administration gain sharp personal and corporate tax

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cuts and to roll back the welfare state, a strong business lobby in Washington is a recent phenomenon, Levitan says. A mere generation ago, one leading business representative remarked, executives "could get by following four rules--stick to business, stay out of trouble, join the right clubs and don't talk to reporters." Few business executives showed any interest in what went on in Washington and indeed, many major employer organizations were not even based there.

The surge of business interest in public policy making stems from the vast expansion in scope and detail of the federal government's regulation of business. In the 1970s the laws and regulations emanating from Washington raised the cost of doing business. It became apparent to American business leaders that in order to win in Washington, they would have to improve their techniques, master the rules and strengthen their lobbying muscle.

By studying the methods of their opponents and by using the superior resources available to them, employer representatives had little trouble in surpassing their opposition and improving their tactics. They organized popular support, hired consultants, marshalled their facts, learned to use the media, made alliances, and brought their shining stars from corporate headquarters and satellites from Main Street to testify before, confer with and influence lawmakers.

As for the immediate future, Levitan says that "corporate America is now facing a much more difficult task of forging a common agenda for the coming 1984 elections. While business did not need much persuasion to agree on tax cuts in 1981, business lobbyists have turned increasingly

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to advance or protect their narrow interests and are using PAC money as a persuader."

The debate over the proper role of pressure groups, the authors recognize, is as old as the republic. The question to be answered over the next few years is whether corporate America will retain its new strength after 1984.

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MAILING DATE: NOVEMBER 30, 1983

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FOR IMMEDIATE RELEASE

ASTRID MERGET ELECTED TO NATIONAL ACADEMY
OF PUBLIC ADMINISTRATION

WASHINGTON, D.C. -- Astrid Merget, chairman of The George Washington University Department of Public Administration, has been elected to the National Academy of Public Administration, an institution comparable to the Academie Francaise. Merget, an associate professor of public administration at GW, received her Ph.D. from Syracuse University's Maxwell Graduate School of Citizenship and Public Affairs in 1973. Before coming to GW in 1977, Merget was Special Assistant to the Assistant Secretary for Policy Development and Research, U.S. Department of Housing and Urban Development.

Founded in 1967, the National Academy is a non-profit collegial society composed of about 300 distinguished practitioners and scholars in the field of public administration--former Cabinet members and governors; congressmen who were once administrators; present and former White House officials; successful business executives who have served in government; and professional

government managers and scholars specializing in public affairs. Members are elected by their peers.

Merget's principal fields for research and teaching are in public budgeting and finance, concentrating primarily on public expenditure analysis and state-local finances. She is the senior vice president of the American Association for Budget and Program Analysis and also serves on the fiscal affairs committee of the Montgomery County Council, Maryland. A prolific author, Merget last year mounted a long-term study for the Academy for State-Local Government that has already lead to the publication of a series of papers analyzing the effects of federal tax code changes on state-local reveunes. She chairs the committee on placement and internships and sits on the standards committee of the National Association of Schools of Public Affairs/Administration. In addition to her government work, Merget was deputy director of the Barnard College, Columbia University Urban Studies Program before coming to GW.

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